SEPTEMBER 22, 1944

DEAR NAEBER:

THE FOLLOWING IS A DIGEST OF A PRELIMINARY DRAFT OF MENZER'S PRESENTATION BEFORE THE FCC. IF YOU HAVE ANY COMMENTS OR SUGGESTIONS, SEND THEM TO MENZER.

FESCHOOLEY

I. INTRODUCTION

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS IS AN ORGANIZATION REPRESENTING TWENTY-THREE RADIO BROADCASTERS WHO HAVE A COMMON INTEREST, NAMELY; THE PRESENTATION OF EDUCATIONAL AND CULTURAL MATERIAL FOR THE BETTERMENT OF ANYONE WITH ACCESS TO A RADIO RECEIVER. FOR 20 YEARS NAEB HAS SOUGHT TO IMPROVE EDUCATIONAL BROADCASTING THROUGH A CONSTANT INTERCHANGE OF IDEAS AND THROUGH COMMON ACTION IN THE INTERESTS OF EDUCATIONAL BROADCASTING. THE ASSOCIATION REPRESENTS ACTIVE BROADCASTERS OPERATING EITHER THEIR OWN STATIONS OR THROUGH COMMERCIAL OUTLETS. MANY OF THE MEMBERS ARE PIONEERS IN RADIO BROADCASTING AND AS SUCH HAVE WEATHERED ALL OF THE STORMS THAT HAVE BESET BROADCASTING IN GENERAL AND NON-PROFIT BROADCASTING IN PARTICULAR. THEY KNOW FIRST HAND THE PROBLEMS OF EDUCATIONAL BROADCASTING AND CAN SEE CLEARLY IN THE LIGHT OF PAST EXPERIENCE WHAT THE FUTURE OFFERS IN THIS FIELD. IT IS OUR PURPOSE HERE TO OUTLINE THE TECHNICAL FACILITIES NECESSARY TO CARRY FORTH A STRONG PROGRAM OF EDUCATIONAL BROADCASTING, SO NECESSARY TO MAINTAIN PROPER PROGRAM BALANCE UNDER THE AMERICAN SYSTEM OF BROADCASTING TO WHICH WE ALL OWE OUR EXISTANCE.

II. STANDARD BROADCASTING IN THE BAND 550-1600 KC

AS LONG AS THERE IS AM BROADCASTING IN THE STANDARD BAND, EDUCATIONAL BROADCASTERS MUST OFFER THEIR SERVICE TO THE LISTENERS. THIS IS NOT AN ATTEMPT TO EVALUATE ONE SYSTEM OF BROADCASTING OVER ANOTHER. THIS CAN BE DONE ONLY AFTER YEARS EXPERIENCE AND RESEARCH WITH THE VARIOUS SYSTEMS. RATHER, IT IS A STATEMENT OF THE FUNDAMENTAL PREMISE THAT WHERE EVER THERE ARE RADIO BROADCAST LISTENERS, OR LOOKERS, IF YOU WILL, THERE MUST BE EDUCATIONAL BROADCASTING IN ITS PROPER PROPORTION.

THE EDUCATIONAL BROADCASTERS NOW OPERATING, (SEE EXHIBIT 2) OFFER CULTURAL, INFORMATIVE AND ENTERTAINMENT PROGRAMS UNIQUE TO LARGE EDUCATIONAL INSTITUTIONS AND NOT AVAILABLE THROUGH ANY OTHER SOURCE. EXHIBIT 3 SHOWS A REPRESENTATIVE CROSS-SECTION OF THE PROGRAMS OFFERED BY THE MEMBERSHIP OF THE NAEB.

IT WILL BE NOTED FROM EXHIBIT 2 THAT THERE ARE MANY AREAS WITHIN THE UNITED STATES WHERE THE LISTENERS DO NOT HAVE ACCESS TO ANY EDUCATIONAL BROADCASTING. FURTHERMORE, BECAUSE OF THE CROWDED CONDITION OF THE STANDARD BROADCAST BAND, AND BECAUSE OF THE TECHNICAL REGULATIONS NECESSARY TO PREVENT INTERFERENCE, ALL OF THE EDUCATIONAL BROADCASTERS REPRESENTED OPERATE WITH RESTRICTED FACILITIES THAT PREVENT THEM FROM SERVING THE AREA THEY WOULD NORMALLY BE EXPECTED TO SERVE. THIS RESTRICTION PREVENTS MANY OF THE BROADCASTERS FROM OPERATING DURING EVENING HOURS, OTHERS MUST USE DIRECTIONAL ANTENNAS THAT LIMIT COVERAGE IN THEIR RIGHTFUL SERVICE AREA, AND SOME LARGE STATE INSTITUTIONS FIND THAT THEY CANNOT

HAVE AN OUTLET BECAUSE OF NO AVAILABLE FACILITIES. NONE OF THE STATE INSTITUTIONS OPERATING EDUCATIONAL STATIONS ARE ABLE TO APPROACH THE COVERAGE OF THEIR STATE, EITHER DAY OR NIGHT.

IN ANY TRANSITION FROM AM OPERATION TO FM OPERATION BY LOCAL AND REGIONAL STATIONS WHICH MAY OPEN UP SOME BROADCAST CHANNELS FOR CLEAR CHANNEL SERVICE, THE NAEB PROPOSES THAT THE NEEDS FOR WIDER COVERAGE BY EDUCATIONAL STATIONS BE CAREFULLY CONSIDERED IN ORDER THAT A GREATER PORTION OF THE POPULATION MAY BE SERVED.

III. FM BROADCASTING BAND

IT IS APPARENT TO THE MEMBERSHIP OF NAEB THAT FM BROADCASTING OFFERS LIMITLESS POSSIBILITIES TO IMPROVE AND EXPAND THE EDUCATIONAL BROADCAST SERVICE. SOME OF THE NAEB MEMBERS HAVE PIONEERED IN FM BROADCASTING WHILE OTHERS ARE READY TO START IN THIS FIELD AS SOON AS THE NECESSARY EQUIPMENT IS AVAILABLE. EXHIBIT 4 SHOWS THE FM PLANS OF A NUMBER OF THE MEMBERSHIP. THE SHORTNESS OF TIME FOR PREPARATION HAS PREVENTED OUR INCLUSION OF THE FM PLANS OF ALL THE MEMBERS OF NAEB.

IT HAS BEEN SUGGESTED BY SOME THAT EDUCATIONAL BROADCASTERS HAVE BEEN SLOW TO UTILIZE THE FACILITIES SET ASIDE FOR THEM. AS OF JANUARY 1, 1944 THERE WERE SIX NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS IN OPERATION ON THE FIVE AVAILABLE CHANNELS; A UTILIZATION OF 120%. ON THE OTHER HAND THERE WERE 42 COMMERCIAL FM STATIONS OPERATING ON THE 35 AVAILABLE CHANNELS FOR THE SAME PERCENTAGE OF UTILIZATION.

EDUCATIONAL FM STATIONS PROPOSE TO OFFER DIRECT TO SCHOOL BROADCASTING DURING SCHOOL HOURS AND ADULT EXTENSION CLASSES DURING EVENING HOURS AS WELL AS A BALANCED PROGRAM OF CULTURAL AND INFORMATIVE OFFERINGS FOR GENERAL CONSUMPTION. IN THE FIELD OF DIRECT TO SCHOOL BROADCASTING THERE ARE MANY OPPORTUNITIES TO SUPPLEMENT THE TEACHINGS BY EXPERTS, ESPECIALLY IN RURAL AREAS WHERE THERE IS NEITHER TIME OR TALENT TO TEACH SOME SUBJECTS PROPERLY.

THIS CONTEMPLATED PROGRAM WILL REQUIRE BOTH STATE WIDE NETWORKS AND INDIVIDUAL STATIONS OPERATED BY LOCAL EDUCATIONAL INSTITUTIONS. THEREFORE THE NAEB ENDORSES THE RECOMMENDATIONS OF THE U.S. OFFICE OF EDUCATION FOR A TOTAL OF 15 CHANNELS FOR NON-COMMERCIAL EDUCATIONAL BROADCASTING. IN ORDER TO OPERATE STATE-WIDE NETWORKS SO THAT ADEQUATE RURAL SERVICE MAY BE OPERATED THE POWER RESTRICTION OF 1000 WATTS FOR EDUCATIONAL STATIONS SHOULD BE REMOVED. EDUCATIONAL BROADCASTING WANTS TO TAKE FULL ADVANTAGE OF THE HIGH QUALITY OFFERED IN THE PRESENT SYSTEM OF FM TRANSMISSION AND THEREFORE THE NAEB ENDORSES THE TECHNICAL RECOMMENDATIONS OF RTB PANEL 5 FOR 200 KILOCYCLE CHANNELS AND A DEVIATION RATIO OF 5:1.

IV. FACSIMILE & TELEVISION

IT HAS LONG BEEN ESTABLISHED THAT COMBINED VISUAL-AURAL AIDS ARE MUCH MORE EFFECTIVE THAN EITHER SEPARATELY, THEREFORE THE PLACE OF EDUCATIONAL BROADCASTING IN FACSIMILE AND TELEVISION IS UNQUESTIONED. PRACTICALLY THE ENTIRE LECTURE-TEACHING PROCESS IS EMBODIES IN SUCH A SYSTEM.

FACSIMILE OFFERS A WRITTEN RECORD OF MATERIAL WHICH CAN BE USED DURING THE PROGRESS OF A GIVEN EDUCATIONAL BROADCAST FOR PURPOSES OF

ILLUSTRATION AND THEN LATER FOR REFERENCE AND REVIEW MATERIAL. THE PROPOSED USE INCLUDES THE TRANSMISSION OF ILLUSTRATIONS, PICTURES, MAPS, AND OUTLINES. THE ONLY PROBLEM INVOLVED WILL BE FACILITIES TO TRANSMIT MATERIAL FAST ENOUGH TO SUPPLEMENT ALL THE SERVICES THAT WILL BE USING EDUCATIONAL BROADCASTING. THE NAEB WILL ENDORSE ANY APPLICATION OF FACSIMILE TO FM BROADCASTING SO LONG AS THERE IS NO IMPAIRMENT OF FM AUDIO FIDELITY. MANY OF THE NAEB MEMBERS CONTEMPLATE THE USE OF FACSIMILE AS SOON AS STANDARDS ARE SET AND RELIABLE EQUIPMENT IS AVAILABLE.

TELEVISION BROADCASTING OFFERS INTIMATE, FLEXIBLE, AND A TIMELY APPROACH IN EDUCATIONAL PROGRAMMING. IN THE TRANSMISSION OF CURRENT EVENTS ALONE LIES REASON ENOUGH FOR ALL EDUCATIONAL BROADCASTERS TO LOOK TO TELEVISION. THE ADDITIONAL POSSIBILITIES OF DEMONSTRATION LECTURES, VISITS TO POINTS OF EDUCATIONAL INTEREST, AND TELEVISED FIELD TRIPS MAKE IT AN INVALUABLE EDUCATIONAL TOOL.

SEVERAL MEMBERS OF NAEB HAVE PIONEERED IN TELEVISION BROADCASTING AND FROM THEIR VAST EXPERIENCE IN THIS FIELD THEY HAVE LEARNED THE FOLLY OF TRYING TO SET UP AN EXPANDED PROGRAM OF TELEVISION SERVICE UNTIL DEFINITE STANDARDS HAVE BEEN SET UP. EDUCATIONAL INSTITUTIONS CANNOT STAND THE RAPID OBSOLESCENSE THAT HASTILY DEFINED STANDARDS MIGHT LEAD TO. THE MEMBERSHIP WILL BE WILLING TO TAKE UP TELEVISION JUST AS SOON AS STANDARDS ARE DEFINITELY SET, AND SOON AS MASS PRODUCTION MAKES TELEVISION RECEIVING EQUIPMENT WITHIN THE RANGE OF RESTRICTED SCHOOL BUDGETS. THERE IS NO TYPE OF PROGRAMMING THAT FITS TELEVISION AS WELL AS EDUCATIONAL BROADCASTING.

IN THE ALOCATION OF FACILITIES FOR TELEVISION BROADCASTING AND RELAY SERVICE, THE NAEB RECOMMENDS THAT PROVISION BE MADE FOR STATE WIDE COVERAGE FOR EDUCATIONAL BROADCASTERS. OUR ONLY RECOMMENDATION ON THE TECHNICAL STANDARDS TO BE ESTABLISHED FOR TELEVISION ARE THAT THEY BE FAR-SIGHTED ENOUGH TO MEET THE NEEDS OF HIGH QUALITY TRANSMISSION FOR SOME TIME TO COME AND YET FALL WITHIN THE REALM OF PRACTICAL APPLICATION IN THE NOT TOO DISTANT FUTURE.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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